GET READY FOR THE BIG DIG

11:00 Welcome, housekeeping and introduction to Sustainable Food Cities and Veg Cities – Sofia Parente, Campaigns Coordinator SFC
11:10 Big Dig history and 2019 relaunch – Sarah Williams, Programme Director, Sustain
11:25 Manchester case study – Jon Ross, Director, Sow the City
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11:55 Q&A
12:05 Ends
57 members
Sustainable Food Cities

6 Key Issues

• Promoting healthy and sustainable food to the public
• Tackling food poverty and increasing access to affordable healthy food
• Building community food knowledge, skills, resources and projects
• Promoting a vibrant & diverse food economy
• Transforming catering and food procurement
• Reducing waste & the ecological footprint of the food system.
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How did we get here?
Things I will cover

• How it began
• Big Dig Day
• The Big Dig Platform
• The Harvest-ometer
VOLUNTEER AT YOUR LOCAL FOOD GROWING SPACE

Big Dig
Saturday 17 March 2012

Register at:
www.capitalgrowth.org/jointhebigdig
The Original Idea

- Get people growing – new and existing
- Start of the season
- Use our London wide networks
More than a day...

- Share learning on volunteer engagement
- Support the support networks
- Programme events and training
- Online platform
Creating a UK Network

• Social Action Fund grant
• 16 towns and cities
• Programme of activities
• Recruited 7,500 new volunteers
• Created over 29,000 opportunities for volunteers to take part in community gardening.
1) The Big Dig Day

- Kicking off the season
- Engaging new volunteers
- Rallying old
- Giving ad hoc people a chance to get involved
## Garden Feedback - 2016

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helped us get organised for the new growing season</td>
<td>67.29%</td>
</tr>
<tr>
<td>Helped us find new volunteers</td>
<td>57.43%</td>
</tr>
<tr>
<td>Helped us engage existing volunteers</td>
<td>51.47%</td>
</tr>
<tr>
<td>Improved our profile/publicity</td>
<td>60.39%</td>
</tr>
</tbody>
</table>
In their words..

- The advice on how to prepare for the day, H&S and guidance was really useful.
- I like the fact that the Big Dig creates a focal point and a firm date for kicking off the community garden year and the communications that come from you guys keep us motivated toward it.
- The Big Dig event was a great way to start our new season of weekly volunteering sessions and helped promote it via the local paper and general 'buzz' on social media.!
- We had a couple more new gardeners come along and some visitors who said they would come back on our regular dig days. We also had loads more people sign up to our email newsletter.
- We tackled three big jobs: Clearing an area for a new orchard, painting the trellis, re-laying all the paths with fresh woodchips.
2) The platform

- Use our tech experience
- Signpost volunteers
- Local authorities and others
- Future potential with social prescribing
- Back office function
The back office

• A system suitable for your scale
• Useful contacts and monitoring data
• Work with us to keep up to date
• Scope for development
3) Harvest-ometer

• Grow More Food
  • Increase yields
  • Help people focus
  • Encourage records

• Reason to log on
  • Functions and graphs
3) Harvest-ometer

Set up
- Gardens join – added to the map
- Town or City page set up (optional)

Collect
- Gardens log in to members area
- Gardens recorded harvest data

Enter
- Enter data in easy to use form
- Data stored, downloaded and converted to graphs
### What produce do you want to record a weight for?

- Veg a-g
- Veg h-z
- Salad
- Fruit
- Other

#### Items added

<table>
<thead>
<tr>
<th>Name</th>
<th>Harvested</th>
<th>Weight</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beans (Runner)</td>
<td>2016</td>
<td>160g</td>
<td>£0.86</td>
</tr>
<tr>
<td>Coriander</td>
<td>2016</td>
<td>80g</td>
<td>£2.06</td>
</tr>
<tr>
<td>Pea Shoots</td>
<td>2016</td>
<td>22g</td>
<td>£0.44</td>
</tr>
<tr>
<td>Spinach</td>
<td>2016</td>
<td>160g</td>
<td>£1.39</td>
</tr>
<tr>
<td>Parsnips</td>
<td>2016</td>
<td>160g</td>
<td>£2.30</td>
</tr>
<tr>
<td>Peppers</td>
<td>2016</td>
<td>123g</td>
<td>£0.70</td>
</tr>
<tr>
<td>Potato (new)</td>
<td>2016</td>
<td>300g</td>
<td>£3.00</td>
</tr>
<tr>
<td>Squash/pumpkin</td>
<td>2016</td>
<td>45g</td>
<td>£0.62</td>
</tr>
<tr>
<td>Sweetcorn</td>
<td>2016</td>
<td>10g</td>
<td>£0.08</td>
</tr>
<tr>
<td>Tomato</td>
<td>2016</td>
<td>155g</td>
<td>£0.62</td>
</tr>
<tr>
<td>Tomato (Cherry)</td>
<td>2016</td>
<td>4000g</td>
<td>£6.40</td>
</tr>
<tr>
<td>Marrow (medium)</td>
<td>2016</td>
<td>160g</td>
<td>£2.30</td>
</tr>
<tr>
<td>Leek</td>
<td>2016</td>
<td>80g</td>
<td>£2.06</td>
</tr>
<tr>
<td>Pak Cho</td>
<td>2016</td>
<td>22g</td>
<td>£0.44</td>
</tr>
<tr>
<td>Onion</td>
<td>2016</td>
<td>160g</td>
<td>£2.30</td>
</tr>
<tr>
<td>Onion (spring)</td>
<td>2016</td>
<td>80g</td>
<td>£2.06</td>
</tr>
<tr>
<td>Parsley</td>
<td>2016</td>
<td>22g</td>
<td>£0.44</td>
</tr>
<tr>
<td>Peas</td>
<td>2016</td>
<td>160g</td>
<td>£1.39</td>
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<tr>
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</tr>
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</table>

#### Harvest-ometer graph
- View a what you have grown each month.

#### Download your harvest data
- Get a CSV file (including previous years) which you can open in Excel.

#### Your totals
- Below you can see how much you have grown this year:
- 2016
  - £18.58 saved
  - 5.24kg produced
  - 65 meals
Members area: harvestometer graph

Weight of produce grown each week in the 2015 season

Filter
by week  
by weights  
all produce  
2015 season

Totals: 140.6kg harvested  £725.58 saved  1758 meals produced

Our growing seasons now run from the 1st of January each year
Q: What could the Capital Growth network grow?

A: 357 tonnes
(equivalent to this whole list)

<table>
<thead>
<tr>
<th>Produce</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>bags of salad</td>
<td>1 million</td>
</tr>
<tr>
<td>tomatoes</td>
<td>750,000</td>
</tr>
<tr>
<td>squash and courgettes</td>
<td>300,000</td>
</tr>
<tr>
<td>apples and pears</td>
<td>150,000</td>
</tr>
<tr>
<td>bags of leafy greens</td>
<td>120,000</td>
</tr>
<tr>
<td>eggs</td>
<td>100,000</td>
</tr>
<tr>
<td>potatoes</td>
<td>80,000</td>
</tr>
<tr>
<td>bags of herbs</td>
<td>75,000</td>
</tr>
<tr>
<td>punnets of berries</td>
<td>75,000</td>
</tr>
<tr>
<td>cauliflowers and cabbages</td>
<td>25,000</td>
</tr>
<tr>
<td>jars of honey</td>
<td>10,000</td>
</tr>
</tbody>
</table>

- 54,000 sq. m growing food
- 40 tonnes harvested
- 502,000 meals grown
- £288,000 of produce grown

2nd: pumpkins
1st: cauliflowers and cabbages
3rd: oranges
We need YOU!

volunteer today
www.bigdig.org.uk
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Manchester case study – Jon Ross, Director, Sow the City
About us

• A social enterprise set up in 2009 and based in Manchester.
• We’ve converted over 5 football pitches of wasteland in food growing spaces, and taught over 7000 people to grow their own.
• We’re a team of 4 supported by various specialists.
• We work with over 100 community food growing groups in Greater Manchester including sheltered housing projects, community groups, homeless projects, schools etc.
Services

• **Workshops and food programmes** (intro courses, horticultural therapy, ecotherapy, healthy eating, practical skills e.g. DIY, forest schools)

• **Landscape design and build** (edible and wildlife gardens, community gardens, balconies, rooftops)

• **Research and consultancy** (GIS mapping, food policy)

• **Events** (installations, corporate volunteering days)

• **Policy** (food, environmental, health)
Big Dig Map

- Maps community gardens.
- Covers the whole of Greater Manchester.
- Provides groups with access to the harvest-ometer.
Big Dig Map – our experience

What’s worked well
• Low maintenance and self managing.
• Easy to use.
• Effective way to recruit new volunteers.
• Linked from other sites.
• Used as part of STC referrals system.

What’s worked not so well
• Not all projects on map.
• Patchy uptake.
Big Dig Day

• Annual event to promote edible gardens
• Manchester has taken part in 2013 and 2016
• Tours, workshops, food and drinks, signing up new volunteers.
Big Dig Day – our experience

What worked well
• Good timing
• Good attendance
• Useful supporting docs
• Breadth of organisations

What worked not so well
• Insurance issues
• Purdah
• No press coverage
• Fairly time intensive
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Join the network

If you grow food at a school, home, allotment or community garden, you can join us for free.

Registering is free and takes about five minutes. Simply set up a password, agree to a short list of terms and conditions, and then enter in details about you and your growing space(s).

First name
Surname

Email
Correspondence address
Correspondence Postcode
Contact number

Organisation name

Password
Confirm password

Terms and conditions

TERMS AND CONDITIONS

1. To join Sustain's Big Dig Network you must:

   I. Have permission from the Landowner and some terms of agreement with the Landowner on how the land is used and managed. At no time does Sustain accept any legal responsibility for your growing
We need to know what area your garden is in

The map below shows the areas nearest to your postcode. Please click on your local area on the map.

Select Waltham Forest and continue
Add your garden details

Please complete the form below. Fields marked with an * are required.

Garden name: please give an identifiable name (this may be the same as your organisation name)*

Garden address*

Garden postcode*

Describe your growing space: If you choose to publish your garden on Big Dig map this text will be displayed publicly. Note: you will be able to edit/update this information in your dashboard. Open example description (max 500 char)*
Where is your garden?

Drag the red marker on the map below to the location of your garden and click 'Save location'.
Upload an image of your garden

Please click browse to search your own files to select a photo. It needs to be a landscape (ie wide, not tall) JPG, JPEG, PNG or GIF file. We will crop, resize and convert your image.

By uploading the image, you are granting Sustain and the Big Dig permission to publish the image, and confirm that you are not breaching copyright.
The Big Dig Day 2019
Need volunteers to help get your garden ready for this year's growing season? Host a Big Dig Day on Saturday 27 April.

Volunteers
You are not allowing volunteers to connect with you.
Click "Get volunteers" to add a 'Volunteers required' button to your entry on the gardens map.

Insurance
We are partnering with Access Insurance Services to provide a highly competitive insurance scheme for your garden.

Harvest-ometer
Thanks for using the Harvest-ometer. Your totals are:

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£7.79</td>
<td>£14.49</td>
<td>£14.00</td>
</tr>
<tr>
<td>saved</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.6kg</td>
<td>saved</td>
<td>saved</td>
<td>saved</td>
</tr>
<tr>
<td>produced</td>
<td>0.6kg</td>
<td>0.4kg</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>meals</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>meals</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Help and support
Information for new members
Materials to help you start your food growing space.

The Big Dig Day resources
Posters guidance and other assets to support your garden on The Big Dig Day.

Schools
Resources, guidance and lesson plans to help you and your school garden get growing.

Contact us
Please get in touch with Chris Speirs at Capital Growth on 0203 5596 777.

Your garden

Garden image
Volunteering

Promote your growing space to volunteers online?

- Yes, allow potential volunteers to make contact (your email is not shared)
- No, do not promote my growing space to volunteers

Describe your growing space (max 500 chars.)

Typical volunteer tasks (max 500 chars.)

When can volunteers attend?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Save
The Big Dig Day 2019

To take part, just answer these few short questions about what's happening on the day. You will appear on the map of gardens for promotion to volunteers.

What's happening at your event: this will show on the public map (max 500 chars.)

When is your event happening? E.g. 11am to 2pm (max 255 chars.)

Activities and services - please tick all that apply
- Family activities
- Talks
- Toilets
- Disabled toilet
- Parking

Save
Harvest-ometer Gav's School Growing Space

Add a weight or quantity of Okra and click 'Save'. Please only enter produce that you have already harvested.

By weight

100 grams

Enter a weight in grams of the item

Or

By quantity

handful(s)

Enter a number or a fraction. E.g. for half of the measure enter 0.5

When did you harvest the Okra?

11/03/2019

Save
BIG DIG DAY TOOLKIT

- logos
- A6 postcard and A4 poster that gardens and food growing networks can print locally and personalise with their details;
- Template press releases and social media tips;
- Documents to help you plan and execute a successful and safe event.

Available on your participant dashboard after registration on [www.bigdig.org.uk](http://www.bigdig.org.uk) and with the PPTs and recording of this webinar.
NEXT STEPS – GARDENS

. Register your garden!

. Check the resources available on your dashboard and start planning your Big Dig Day 27 April.
NEXT STEPS – FOOD GROWING NETWORKS

. Would you like to co-ordinate a food growing network in your city or local area? Get your local gardens mapped and participating in The Big Dig Day 27 April. We would like to hear from you! Send me your name, email and organisation logo.

. By end of Match we will create a city-wide dashboard to allow a co-ordinator to manage a network of gardens in your area and a city-wide map of gardens e.g. www.bigdig.org.uk/maps/manchester

. Online registration for volunteers will shortly be available on www.big.dig.org

. What other resources you need? We would like to hear from you: sofia@sustainweb.org
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